

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Strategic Media Services
Attention: Accounts Payable
3299 K Street NW - Suite 200
Washington, DC 20007

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
314085-1	10/21/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
Citizens Protecting Michig	Citizens Protecting Michig	8610

Flight Dates	Order #	Alt Order #
10/12/12 - 10/16/12	314085	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
12521		

Agency Ref	Advertiser Ref
2	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/15/12	10/16/12	11pm Actn News M-F	Late News M-F	11-----	:30	2	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11----- 2 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 10/15/12 11:15 PM 11pm Actn News M-F Late News M-F :30 CPM12T10H \$4,000.00 NM 2 WXYZ Tu 10/16/12 11:22 PM 11pm Actn News M-F Late News M-F :30 CPM12T13H \$4,000.00 NM									
2	10/12/12	10/16/12	5am News M-F	5-6am M-F	11--1--	:30	3	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/12/12 5:18 AM 5am News M-F 5-6am M-F :30 CPM12T10H \$900.00 NM 2 WXYZ M 10/15/12 5:44 AM 5am News M-F 5-6am M-F :30 CPM12T10H \$900.00 NM 3 WXYZ Tu 10/16/12 5:11 AM 5am News M-F 5-6am M-F :30 CPM12T10H \$900.00 NM									
3	10/12/12	10/16/12	Action News 6am	6-7am M-F	-1--1--	:30	2	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -1--1-- 2 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/12/12 6:20 AM Action News 6am 6-7am M-F :30 CPM12T10H \$1,800.00 NM 2 WXYZ Tu 10/16/12 5:59 AM Action News 6am 6-7am M-F :30 CPM12T10H \$1,800.00 NM									
4	10/12/12	10/16/12	M-F 7-9am	7-9am M-F	22--2--	:30	6	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 22--2-- 6 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXYZ F 10/12/12 6:59 AM M-F 7-9am 7-9am M-F :30 CPM12T10H \$2,000.00 NM 1 WXYZ F 10/12/12 8:41 AM M-F 7-9am 7-9am M-F :30 CPM12T10H \$2,000.00 NM 3 WXYZ M 10/15/12 6:58 AM M-F 7-9am 7-9am M-F :30 CPM12T10H \$2,000.00 NM 4 WXYZ M 10/15/12 7:43 AM M-F 7-9am 7-9am M-F :30 CPM12T10H \$2,000.00 NM 5 WXYZ Tu 10/16/12 7:29 AM M-F 7-9am 7-9am M-F :30 CPM12T10H \$2,000.00 NM 6 WXYZ Tu 10/16/12 8:47 AM M-F 7-9am 7-9am M-F :30 CPM12T10H \$2,000.00 NM									



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314085-1	10/21/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Citizens Protecting Michigan	Citizens Protecting Michigan	8610	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/12/12	10/16/12	M-F 9a-10a	9-10am M-F	11--1--	:30	3	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/12/12 9:55 AM M-F 9a-10a 9-10am M-F :30 CPM12T10H \$1,000.00 NM									
2 WXYZ M 10/15/12 9:49 AM M-F 9a-10a 9-10am M-F :30 CPM12T10H \$1,000.00 NM									
3 WXYZ Tu 10/16/12 9:21 AM M-F 9a-10a 9-10am M-F :30 CPM12T10H \$1,000.00 NM									
6	10/12/12	10/16/12	M-F 11a-12n	11am-12pm M-F	11--1--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/12/12 10:59 AM M-F 11a-12n 11am-12pm M-F :30 CPM12T10H \$1,500.00 NM									
2 WXYZ M 10/15/12 11:23 AM M-F 11a-12n 11am-12pm M-F :30 CPM12T10H \$1,500.00 NM									
3 WXYZ Tu 10/16/12 M-F 11a-12n 11am-12pm M-F :00 \$1,500.00 NM									
Credited									
7	10/12/12	10/16/12	M-F 12-1pm	12-1pm	11--1--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/12/12 12:24 PM M-F 12-1pm 12-1pm :30 CPM12T10H \$1,200.00 NM									
2 WXYZ M 10/15/12 12:25 PM M-F 12-1pm 12-1pm :30 CPM12T10H \$1,200.00 NM									
3 WXYZ Tu 10/16/12 12:24 PM M-F 12-1pm 12-1pm :30 CPM12T10H \$1,200.00 NM									
8	10/12/12	10/16/12	The Chew	1-2pm M-F	11--1--	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/12/12 12:59 PM The Chew 1-2pm M-F :30 CPM12T10H \$800.00 NM									
2 WXYZ M 10/15/12 1:28 PM The Chew 1-2pm M-F :30 CPM12T10H \$800.00 NM									
3 WXYZ Tu 10/16/12 1:29 PM The Chew 1-2pm M-F :30 CPM12T10H \$800.00 NM									
9	10/12/12	10/16/12	5-6pm M-F	5-6pm M-F	11--1--	:30	3	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/12/12 5:26 PM 5-6pm M-F 5-6pm M-F :30 CPM12T10H \$1,800.00 NM									
2 WXYZ M 10/15/12 5:09 PM 5-6pm M-F 5-6pm M-F :30 CPM12T10H \$1,800.00 NM									
3 WXYZ Tu 10/16/12 5:36 PM 5-6pm M-F 5-6pm M-F :30 CPM12T13H \$1,800.00 NM									
10	10/12/12	10/16/12	6-630pm M-F	6-630pm M-F	11--1--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/12/12 5:58 PM 6-630pm M-F 6-630pm M-F :30 CPM12T10H \$2,500.00 NM									
2 WXYZ M 10/15/12 6:23 PM 6-630pm M-F 6-630pm M-F :30 CPM12T10H \$2,500.00 NM									
3 WXYZ Tu 10/16/12 6:10 PM 6-630pm M-F 6-630pm M-F :30 CPM12T13H \$2,500.00 NM									



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314085-1	10/21/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Citizens Protecting Michigan	Citizens Protecting Michigan	8610	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	10/12/12	10/16/12	M-F 7-730p	7-730pm M-F	11--1--	:30	3	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 11--1-- 3 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/12/12 6:59 PM M-F 7-730p 7-730pm M-F :30 CPM12T10H \$2,500.00 NM 2 WXYZ M 10/15/12 7:09 PM M-F 7-730p 7-730pm M-F :30 CPM12T10H \$2,500.00 NM 3 WXYZ Tu 10/16/12 7:28 PM M-F 7-730p 7-730pm M-F :30 CPM12T13H \$2,500.00 NM									
12	10/15/12	10/15/12	MO 8-10pm Dancing	8-10p	M-----	:30	1	\$12,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 M----- 1 \$12,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ M 10/15/12 9:39 PM MO 8-10pm Dancing 8-10p :30 CPM12T10H \$12,000.00 NM									
13	10/13/12	10/13/12	GMA SAT 7-8am	SAT 7-8am	-----S-	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -----S- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/13/12 7:29 AM GMA SAT 7-8am SAT 7-8am :30 CPM12T10H \$900.00 NM									
14	10/13/12	10/13/12	Action News SAT 8am	SAT 8-9am	-----S-	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -----S- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/13/12 8:25 AM Action News SAT 8am SAT 8-9am :30 CPM12T10H \$900.00 NM									
15	10/13/12	10/13/12	ABC's Clge Ftbl 330-7pm	330-7pm	-----S-	:30	1	\$12,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -----S- 1 \$12,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/13/12 3:31 PM ABC's Clge Ftbl 330-7pm 330-7pm :30 CPM12T10H \$12,000.00 NM									
16	10/14/12	10/14/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/14/12 7:58 AM GMA SUN 7-8am SUN 7-8am :30 CPM12T10H \$900.00 NM									
17	10/14/12	10/14/12	Action News SUN 8am	Sun 8-930am	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/14/12 8:53 AM Action News SUN 8am Sun 8-930am :30 CPM12T10H \$900.00 NM									
18	10/14/12	10/14/12	Su 6-630p	6-630pm Sun	-----S	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/12/12 10/18/12 -----S 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/14/12 5:59 PM Su 6-630p 6-630pm Sun :30 CPM12T10H \$1,800.00 NM									

Total Spots

40

Gross Total

\$88,100.00



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314085-1	10/21/12	October 2012	10/01/12 - 10/16/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Citizens Protecting Michigan	Citizens Protecting Michigan	8610	

Payment Terms 30 Days

<u>Agency Commission</u>	\$13,215.00
<u>Net Amount Due</u>	\$74,885.00